

FIG. 1 is a block diagram of a request based marketing system 100. The system 100 includes a consumer 130, a consumer computing device 105, a communications network 120, a portal server system 140, a request based marketing system 150, a consumer information database 165, a subscription database 160, and a product information database 155. The request based marketing system 150 is connected to the consumer computing device 105 via the communications network 120. The request based marketing system 150 includes the consumer information database 165, the subscription database 160, and the product information database 155. The product information database 155 includes indexes for company, brand, product, and service.

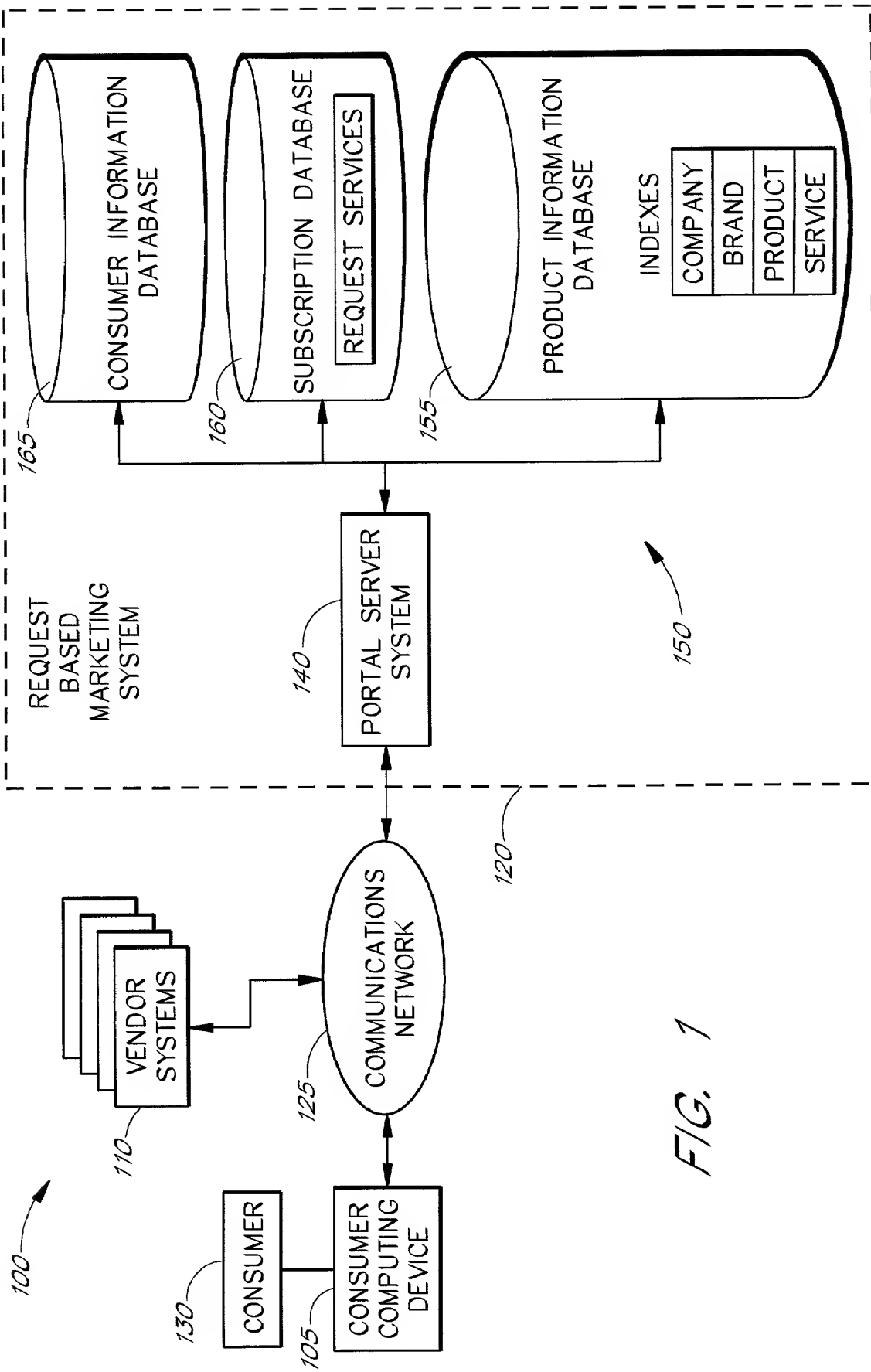


FIG. 1

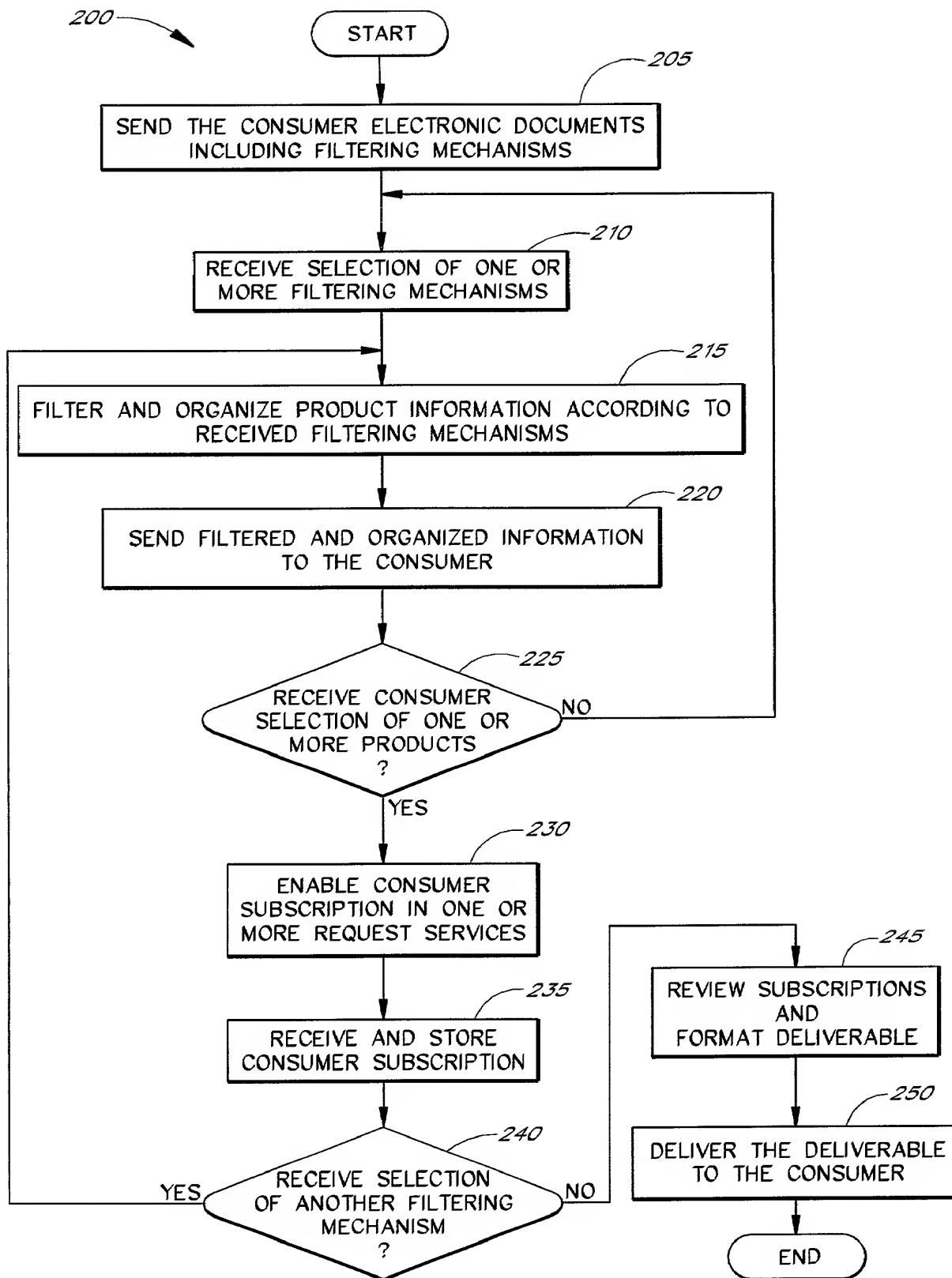


FIG. 2

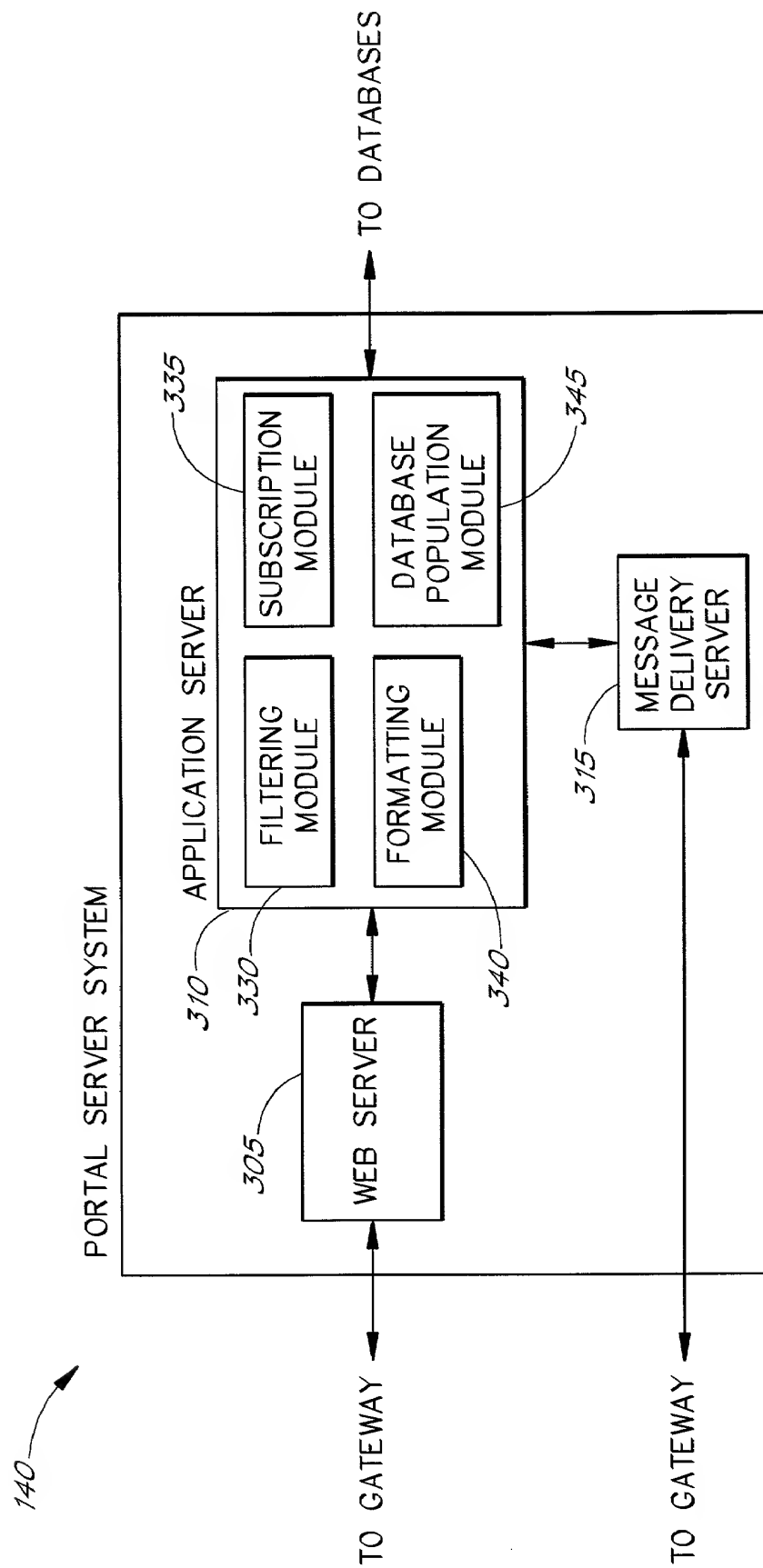


FIG. 3

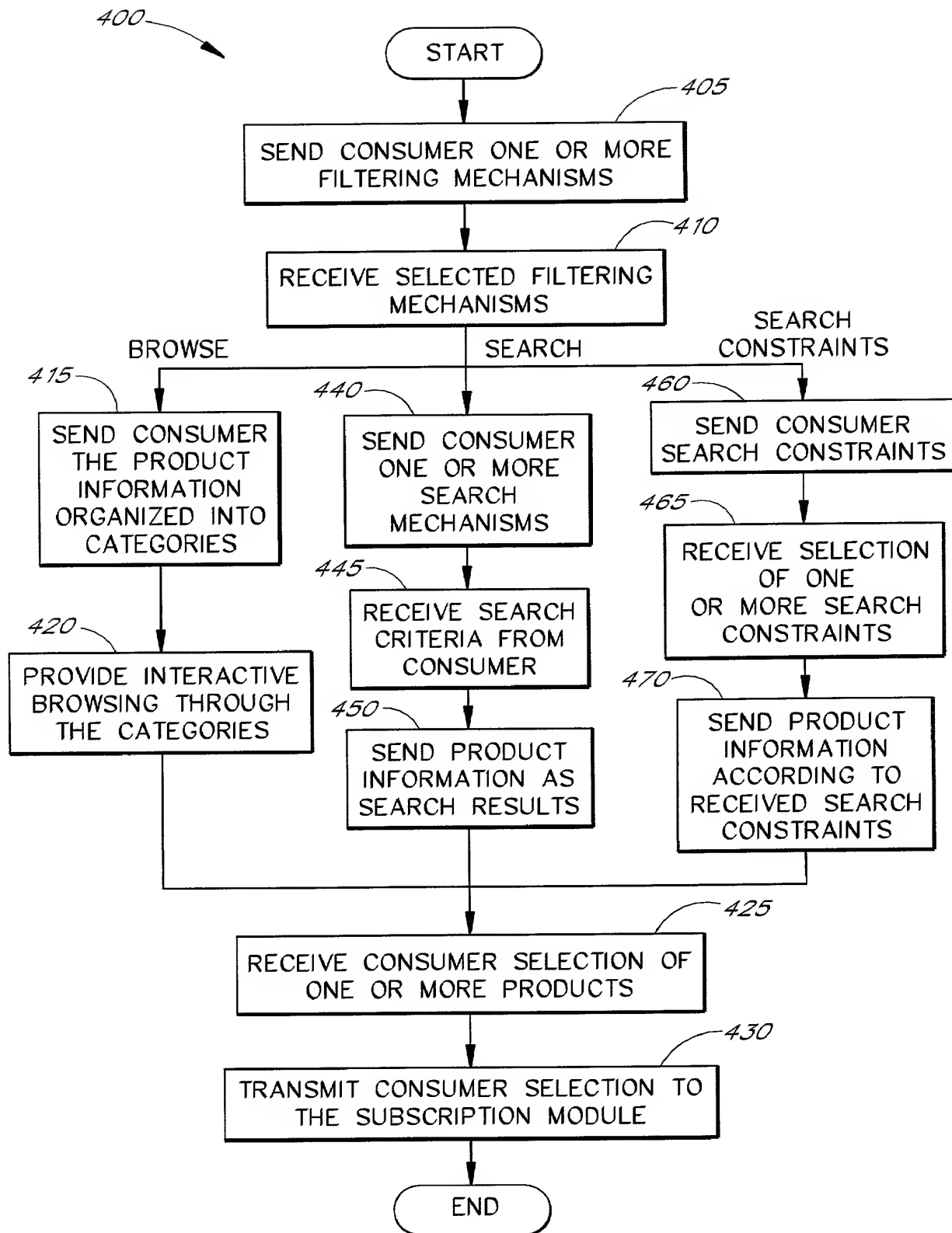


FIG. 4

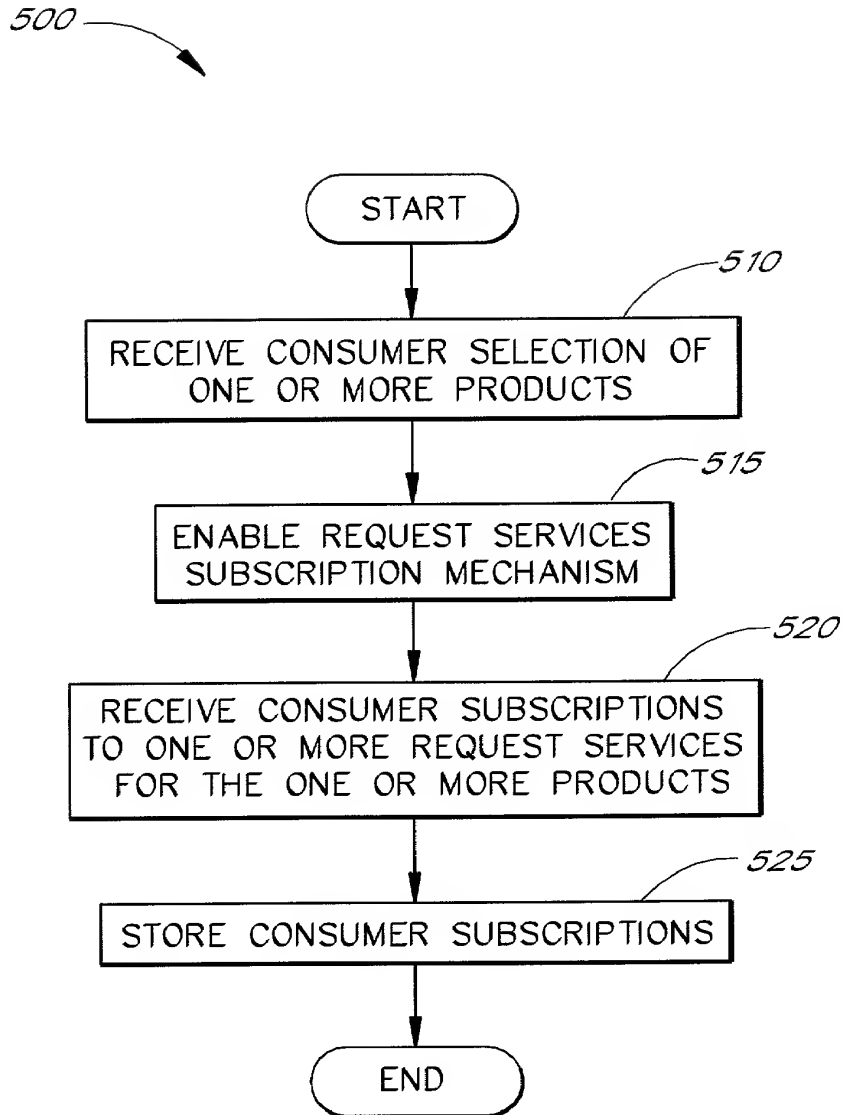


FIG. 5A

550

555

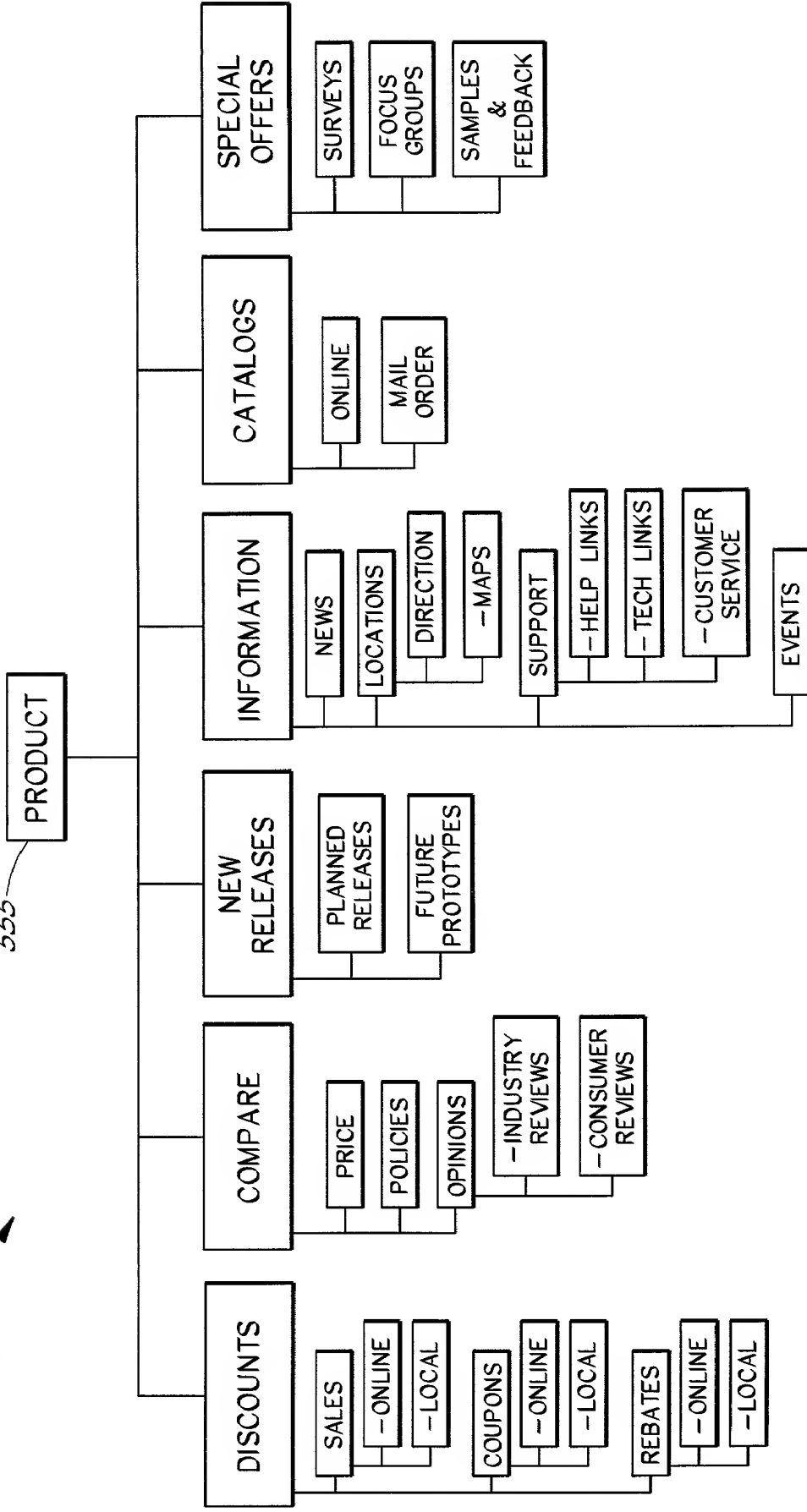
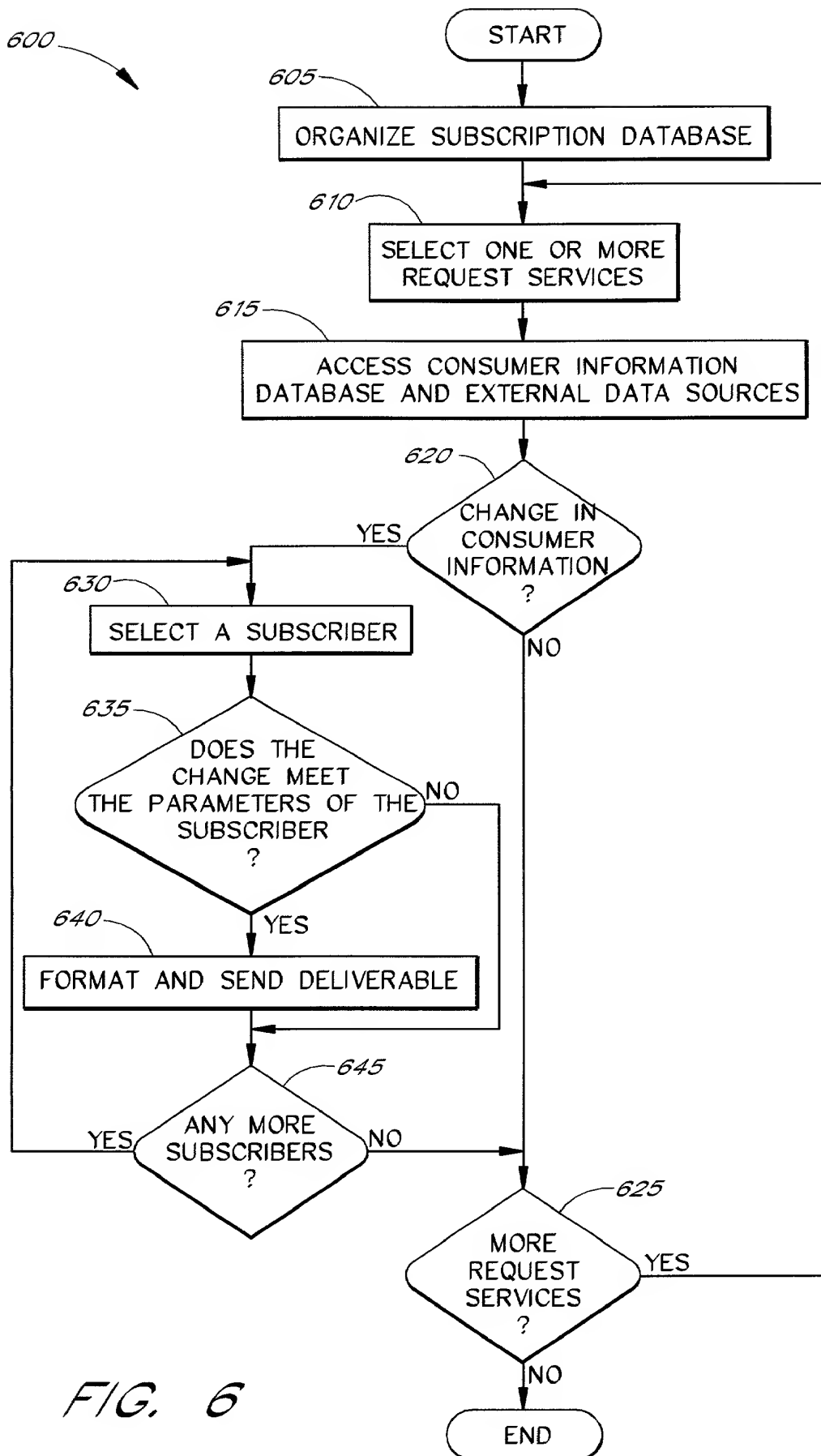


FIG. 5B



700

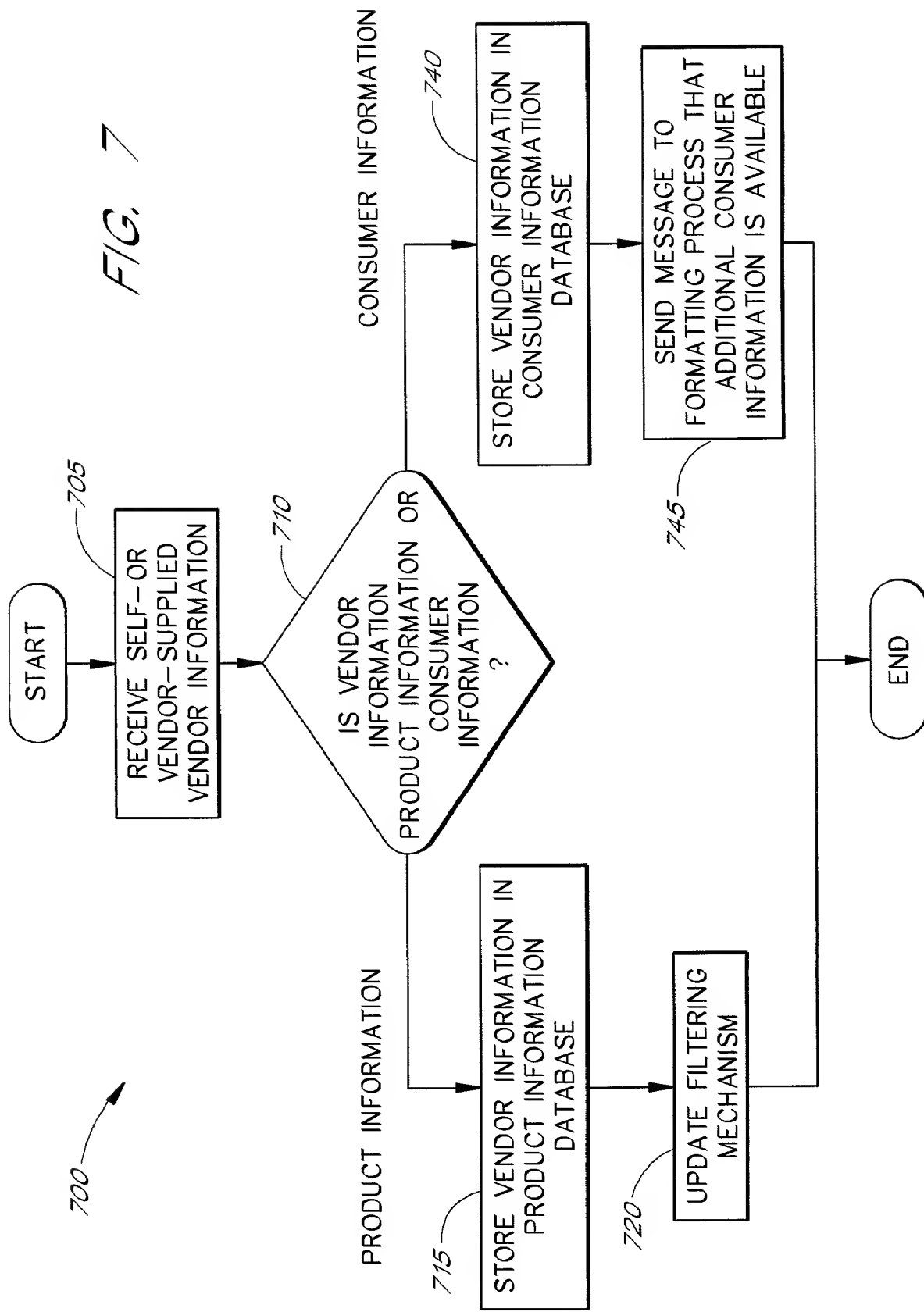


FIG. 7